*Important: With my visa issue, I will have to teach the course online while I’m in Japan. Reliable internet connection is essential for taking the course.

Class Meets: Mondays 6 – 8:40 p.m.
Room: FA108 / 

Instructor: Shoko Kato
Office: BSB 254
Phone: 856-225-6717 (Work)
215-305-8010 (Home: Emergency Only)
E-mail: shoko.kato@camden.rutgers.edu
* Email is the best way to reach me. I usually respond within 24 hours.

Office Hours: Monday 5-6 p.m. and by appointment

1. Course Overview
This course will introduce you to entrepreneurship, focusing on skills and knowledge necessary for creating a new venture. Yet the concept of entrepreneurship goes beyond founding a new company, so I have decided that the course should be taught in an entrepreneurial manner.

I am incorporating a public aspect to the course—the products of your learning will be open to and remain public. As such, YOU will decide what you learn based on what I suggest as topics (see 3 below), and what you produce as results of your learning. I will offer material, tools, information, and advice for your best learning. This is an experiment that you and I both participate, and I am hoping to learn from you while I facilitate your learning on new venture creation.

I often preach that idea alone is not entrepreneurship, and implementation is the key. Similarly, learning theory and research tell us that students learn the best by doing, and being responsible for their own learning. Because starting a business/organization requires a good timing, negotiations, efforts, and resources, I do not expect everyone to start a business during the semester. However, I hope that the products of this course will help you start a business or organization when you are ready to do so.

This syllabus will thus evolve from here. We will share this syllabus online, and what you decide will be reflected throughout the semester.

I hope we will have fun, learning together!
2. **Texts & learning material**
   - **Required:** Determined by students. I will recommend/offer material.
   - **Recommended:** *Entrepreneurship: Successfully Launching New Ventures*, Bruce R. Barringer and R. Duane Ireland, Pearson Prentice Hall.
     - The textbook summarizes important information for starting a venture, including unique funding resources and legal requirements. This also has a young/student entrepreneur story at the beginning of each chapter which may inspire some business ideas. The library should have a copy if you want to take a look at the book.

3. **Topics and areas of your learning**
   - **The concept of entrepreneurship**
     - What is necessary for becoming a successful entrepreneur?
     - What do we mean by ‘entrepreneur/entrepreneurial’?
     - Entrepreneurial thinking
   - **Ideation**
     - Generating business ideas
     - Where do we start?
     - Business idea diary
   - **Feasibility**
     - Selecting the best idea: critical thinking and criteria
     - Resources for research
     - Questions that may emerge--competition, innovation, money
   - **Business plan**
     - Basic components
     - What information do we need? How do you get the information? What to write? How to write?
     - Business plan competitions
   - **Resource acquisition**
     - What resources do we need?
     - Where and how do we get them?
   - **Organizing your business**
     - Legal form
     - Intellectual property (IP)
     - Operation and bottleneck
   - **Growing and exiting from your business**
     - Where do we go after the first product/service?
     - When do we stop?
4. **Student Assessment/Evaluation**  
Methods & grade details are determined by students.  
- Midterm evaluation: by March 7\(^{th}\) (Mon)  
- Final evaluation/exam: by May 9\(^{th}\) (Mon)

5. **Other Issues**  
- Academic Integrity and Plagiarism: “Academic integrity requires that all academic work be **wholly the product of an identified individual or individuals**. Joint efforts are only legitimate when the assistance of others is explicitly acknowledged.... The principals of academic integrity entail simple standards of honesty and truth. Each member of the university has a responsibility to uphold the standards of the community and to take action when others violate them... Students are responsible for knowing what the standards are and for adhering to them. Students should also bring any violations of which they are aware to the attention of their instructors.”

- You are responsible for preparing your own work and documenting the work of others. Cheating, plagiarism, and other types of misconduct are not acceptable. Penalties can include expulsion from the University. A Policy on Academic Integrity was adopted by the Faculty Senate on September 1, 2011: [http://academicintegrity.rutgers.edu](http://academicintegrity.rutgers.edu). If there are questions on how to comply, please contact me immediately.

- Student Code of Conduct: Violations of the Student Code of Conduct are considered serious infractions of student behavior and subject to penalties relative to the level of the matter. Academic integrity matters are handled directly by the academic units. Non academic matters are handled by the Associate Chancellor for Student Affairs. Student policies, including the Student Code of Conduct, procedures and definitions can be found at: [http://studentconduct.rutgers.edu/files/documents/UCSCJuly2011.pdf](http://studentconduct.rutgers.edu/files/documents/UCSCJuly2011.pdf)

- Cell Phones: Students are required to either turn off their cell phones while they are in class, unless there is an emergency.

- Laptop: Since students will be given time for group work in class throughout the semester, I encourage the use of laptop in class. However, all the students are expected to respect their classmates’ learning environment. Thus, non-course related usage of laptop is prohibited.

- **Last Day to Drop With a “W”:** April 4 (Mon) 5 pm is the last day to drop the class with a “W”. For more information see the registrar’s website.

- Students with Disabilities Students who are seeking an accommodation because of a disability are directed to the website [http://campuscenter.camden.rutgers.edu/disabled_services.html](http://campuscenter.camden.rutgers.edu/disabled_services.html) or they can contact the Camden campus Disability Coordinator, Mr. Tim Pure at 856-225-2717, Armitage Hall Room 231. The email address is tpure@camden.rutgers.edu. All contact will be considered confidential.
### 6. Course Schedule at Glance (Shaded areas are tentative)

<table>
<thead>
<tr>
<th>Date</th>
<th>Subject</th>
<th>Required readings</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 25</td>
<td>Introduction to the course</td>
<td>Topics of the course</td>
<td>Come to class with your ‘what I want to learn’</td>
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<tr>
<td></td>
<td>Course contents, constitution, contract</td>
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<tr>
<td>Feb 1</td>
<td>Entrepreneurship</td>
<td>Draft constitution as of Jan 31st</td>
<td>Discussed during the first week</td>
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<td></td>
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<td>Other readings as discussed during the first week</td>
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<tr>
<td>Feb 8</td>
<td>Ideation</td>
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<td>Feb 15</td>
<td>Ideation (presentation)</td>
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<td>Feb 22</td>
<td>Feasibility</td>
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<td>Feb 29</td>
<td>Feasibility (presentation)</td>
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<td>Mar 7</td>
<td>Business plan</td>
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<td></td>
<td>Midterm exam/evaluation (by Mar 7th)</td>
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<td>Mar 14</td>
<td>Spring Break (no class)</td>
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<td>Mar 21</td>
<td>Business plan (presentation)</td>
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<td>Mar 28</td>
<td>Resource acquisition</td>
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<td>Apr 4</td>
<td>Resource acquisition (presentation)</td>
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<td>Apr 11</td>
<td>Organizing your business</td>
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<td>Apr 18</td>
<td>Organizing your business (presentation)</td>
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<td>Apr 25</td>
<td>Growth and exit</td>
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<td>May 2</td>
<td>Growth and exit (presentation)</td>
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<td></td>
<td>Final exam/evaluation (by May 9th)</td>
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